

WAYS TO REDUCE POSTAGE CHARGES

Below is a list of “one to one” postal charges that may be considered as ways to reduce mailing costs. **Not included**, are processing steps, paper weights and other factors, such as folding, tabbing, and access to address data files that may be required to gain the savings.

Examples

One ounce F/C letter to F/C Presorted letter	\$.39 to \$.293
One ounce F/C Presorted letter converted to a postcard	\$.293 to \$.186
One ounce “Flat”, 9x12 envelope, converted into F/C Presorted letter	\$.52 to \$.293
First class Presorted letter converted into F/C presorted letter*	\$.293 to \$.209

**USPS stipulates, “Matter that has the character of actual and personal correspondence must be mailed as First Class” DMM 133 3.2, 3.3 (Domestic Mail Manual).*

- Presort Standard mail is a lower mail classification, not bound to the same delivery and return standards as First Class mail.
- Recommend that all newsletters (general information) be mailed at Presort Standard mail rates.
- A mailing review would be recommended to determine if a particular mailing could qualify for possible cost benefit.

Converting a Letter into a Self-mailer

- Depending on the mail classification, when converting a letter into a self-mailer, savings may only be gained by eliminating the cost of envelopes, inserting and storage charges. It's recommended when considering a self-mailer, a heavier bond of paper be used to assist with processing and deliverability.

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